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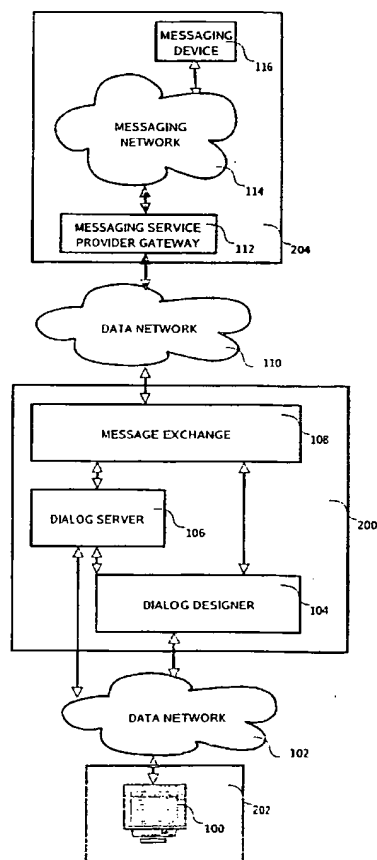
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(54) Title: INTEGRATED INTERACTIVE MESSAGING SYSTEM AND METHOD



(57) Abstract: There is provided herein a system and method for organizations to develop, test, execute and analyze messaging programs defining a message application server comprising: (a) a dialog designer configured to provide a user interface to organization's program designers and marketers, to allow for rapid program creation, to offer the ability to select the type of a program, to select the service addresses for a program, to schedule programs for execution, to upload messaging user data into lists, to create segments, to download program result data, to test programs, to provide reports, including real-time reports, on messaging programs; (b) a dialog server configured to execute messaging programs by means of program instructions, to manage simultaneous programs, to store messaging user results and message delivery status, to maintain state and session context across message invocations for messaging users within an messaging program; (c) a message exchange configured to route messages to and from messaging service providers, to manage service addresses, to perform message billing and connected to messaging service providers; whereby organizations can execute messaging programs with messaging users by means of said messaging service providers.